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cond. an image processing section configured to perform the image quality adjustment of the image according to the setting made by the user, and to perform contrast compensation to maintain a brightness at a center of a specific color region larger than a predetermined size within the image displayed by the image display device, regardless of the setting of the image quality adjustment.

6. (Amended) An image processing device, comprising:

a2 an image filter configured to perform filter processing of an image by using a selected one of a plurality of filters with different frequency characteristics, the selected filter being selected based on a user directly setting image quality adjustment excluding contrast and brightness adjustment of the image; and

a contrast compensation section configured to perform contrast compensation using a contrast compensation value, related to the selected filter, to maintain a brightness at a center of a specific color region larger than a predetermined size within an image that has undergone the filter processing, regardless of which filter is selected from the plurality of filters.

9. (Amended) An image display apparatus, comprising:

means for displaying an image;

a3 means for allowing a user to directly set image quality adjustment excluding contrast and brightness adjustments of the image; and

means for performing the image quality adjustment of the image according to the setting made by the user, and for performing contrast compensation to maintain a brightness at a center of a specific color region larger than a predetermined size within the image displayed, regardless of the setting of the image quality adjustment.

a4 12. (Amended) An image processing device, comprising:

means for performing filter processing of an image by using a selected one of a plurality of filter means with different frequency characteristics, the selected filter means being selected based on a user directly setting image quality adjustment excluding contrast and brightness adjustment of the image; and

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contrast compensation means for performing contrast compensation using a contrast compensation value, related to the selected filter means, to maintain a brightness at a center of a specific color region larger than a predetermined size within an image that has undergone the filter processing, regardless of which filter means is selected from the plurality of filter means.

14. (Amended) A method of displaying an image on an image display device, comprising the steps of:

(a) directly setting a set value for image quality adjustment excluding contrast and brightness adjustments of the image; and

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(b) performing the image quality adjustment on the image according to the setting, and performing contrast compensation to maintain a brightness at a center of a specific color region larger than a predetermined size within an image displayed by the image display device, regardless of the setting of the image quality adjustment.

19. (Amended) A method of processing image, comprising the steps of:

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(a) performing filter processing of an image by using a selected one of a plurality of filters with different frequency characteristic, the selected filter being selected based on a user directly setting image quality adjustment excluding contrast and brightness adjustment of the image; and

(b) performing contrast compensation using a contrast compensation value, related to the selected filter, to maintain a brightness at a center of a specific color region larger than a